



# MICROSOFT DYNAMICS 365 MARKETING

Personal and Relevant Communication. It is part of every future proof marketing strategy and nowadays not possible anymore with automation. Personalize buyer experiences and connect with your customers almost without any effort. But is that possible with that many tools?

Microsoft Dynamics 365 provides you all the features to engage and to create personal and relevant contact moments. Easily create seamless customer journeys to nurture your leads and to build more rewarding business relationships with improved customer communications.

A 360-degree view of your customers and their interactions gives your Marketing and Sales Team a clear overview of their prospects and best customers. It makes it easier and more efficiently to engage. Let them work on the same platform and transform your Sales and Marketing into a united team.

## **DYNAMIC PEOPLE DYNAMICS 365 MARKETING 3-DAY IMPLEMENTATION**

Start with Dynamics 365 Marketing within 3 days. This program includes a full implementation and end-user training to give your marketing team

the opportunity to create segments, design emails and customer journeys. Interested? Please send us an email or call us now!

# BENEFITS & CAPABILITIES



## Create multi-channel campaigns

Orchestrate customer journeys across the entire lifecycle and gain the advantage of marketing automation capabilities to run targeted multi-channel campaigns, including email marketing, landing pages, webinars, events, LinkedIn integration and Social Media Posts.



## Nurture sales-ready leads

Personalize each customer journey to give them the right message at the right time and in the right channel. Easily hand-over them to Sales with extensive lead scoring functionality.



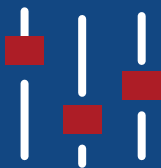
## Manage your events

You can organize your events and webinars easily within Dynamics 365 Marketing. Manage your sessions, speakers, venues and track registration and attendance.



## Get Insights and make Smarter decisions

Improve your marketing effectiveness with pre-built dashboards in Dynamics 365 Marketing. With A/B testing, spam score and automate scheduler you can optimize delivery. Take advantage of greater volumes of data and insight provided by AI and interaction data directly from your campaigns.



## Work at a Unified Platform

Work together with Sales on the same platform. Increase communication and align your Sales and Marketing using common data and connected business processes. Dynamics 365 Marketing easily fits into your customer campaigns.



**Contact Us** Dynamic People  
pim.van.der.kwaak@dynamicpeople.com  
+31(0) 20 - 303 247  
**Learn More** [www.dynamicpeople.com](http://www.dynamicpeople.com)

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